

JOB DESCRIPTION

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| Job Title | Director of Policy and Influencing |
| Department | Senior Leadership Team member for Policy and Influencing Directorate |
| Reporting to | Chief Executive |
| Line Manages | Head of Policy and Research Head of Influencing |
| DBS/BD/PVG check requirement | Basic |
| Location | London / Hybrid (minimum of one day a week in the office) |

JOB PURPOSE

To ensure robust, evidence-based policy positions, and the development and delivery of campaigns to drive positive policy and practice change for older people living in financial hardship.

To ensure that our influencing activities support all of our work across our services, grants, and policy areas, as well as our engagement efforts to enhance our visibility, expand our influence, and maximise our impact.

To be accountable and responsible for the strategic leadership and management of the Directorate, ensuring budgets, plans, and activities align with the Independent Age strategy and have maximum impact on improving the lives of older people facing financial hardship.

As a member of the Senior Leadership Team (SLT), to provide inspirational and transformational leadership, developing and executing our strategy to ensure we deliver our mission efficiently and effectively and with a strong focus upon increasing our impact and reach.

KEY RESPONSIBILITIES

Strategy and Impact

- Work closely with the CEO and other senior colleagues to develop our overarching strategy and ensuring its translation into operational plans.
- Ensure the development of a learning organisation through continual evaluation and review of activities, effective feedback loops, and focus on impact.
- Provide timely, accurate and appropriate management information to senior colleagues and our Board.

Leadership and Management

- As part of the Senior Leadership Team, provide inspiring, empowering and effective leadership, direction and oversight to Independent Age to maximise the impact for older people facing financial hardship.
- Lead and develop a high performing integrated Policy and Influencing directorate with a collective sense of purpose, managing the Policy and Influencing Leadership Team members to develop robust and cost effective departmental plans, budgets, objectives, KPI, risk logs, policies & protocols.
- Perform a leadership role in championing and delivering our EDI priorities.
- Be accountable for the relevant directorate budgets, ensure compliance with financial regulations and maintain a focus on value for money.

Operational delivery and impact

- Ensure robust evidence-based policy positions.
- Ensure the development and delivery of campaigns, including public affairs, to drive positive change.
- Ensure that our media, communications, and public relations activities support all our work across Services and Grants, Engagement, and Policy and Influencing to raise awareness of poverty in later life, build our reputation, grow our influence, and increase our impact.
- Ensure that Independent Age delivers significant impact now, and in the future, by setting SMART KPIs and monitoring and reporting against them.
- Undertake regular horizon scanning to establish opportunities, risks, and ways to improve effectiveness in our Policy and Influencing work. This will include working in collaboration with other organisations, and maintaining a supportive network of loosely affiliated organisations who can work in partnership to deliver real change.
- Represent Independent Age externally at a senior level, including as a media spokesperson to raise awareness, campaigning for policy change, building understanding and driving action.
- Ensure the involvement of older people with lived experience of financial hardship in Independent Age's work.
- Be a focus for Independent Age's work in the four nations of the UK, ensuring that regarding Policy and Influencing we have impactful and relevant work in the nations, commensurate with that impact.
- Ensure robust safeguarding policies, practices and processes are in place across Policy and Influencing.
- Prepare proposals, reports, and updates on policy and influencing's strategic direction, activity, and KPIs for the Board of Trustees and subcommittees.

General Responsibilities

- Embrace diversity and share in our commitment to equality of opportunity and to eliminating discrimination.
- Model and embed Independent Age's values and behaviours.
- Share in our commitment to promoting welfare and safeguarding adults at risk of harm and any children or young people connected with them that we may come into contact with through our work.
- Ensure that information is obtained, used and stored in accordance with our Data Protection and Confidentiality policy.
- Undertake any other duties commensurate with the level of the role.

How We Work

At Independent Age, we live by our values and EDI principles.

Our Values are that we are:

Purpose-driven - the experience, needs and views of older people are central to everything we do

Compassionate - we listen, care and take action

Expert - our work is evidence-based and solution-focused

Collaborative - we work in partnership to maximise our impact

Accountable - we work with integrity and transparency

Inclusive - we value diversity and always treat everyone fairly with dignity and respect

To put our EDI Principles into practice, we will:

- proactively challenge ageism and other forms of discrimination throughout our work
- celebrate and champion diversity within and outside our charity and create a culture where everyone knows that they belong
- develop our leaders so they can act as role models and champions and our staff so they can embrace these principles and apply them in their work
- deliver equity of opportunity for our staff, volunteers and the people who use our services whether they have a protected characteristic or not
- ensure our strategy, policies and actions are integral to our annual planning processes to ensure that we deliver our goals and that our values are central to their delivery
- commit to setting target indicators for diversity and regularly review progress
- collect data to enable us to track our progress
- be publicly accountable and transparent about our progress
- use our influence to proactively champion the principles of EDI internally and with external partners
- continuously improve, adopt best practice and learn from and share with others

PERSON SPECIFICATION

- A demonstrable passion for, and affinity with, our cause
- Experience of operating at a senior level, ideally as part of a Senior Leadership Team
- Experience of working with Boards of Trustees
- Proven track record of successfully leading policy and influencing work that has resulted in positive change to policy or legislation, ideally in relation to older people or tackling financial hardship
- Demonstrable experience of involving people with relevant lived experience in policy development and campaigning
- An astute understanding of the political environment and parliamentary processes across the UK
- Experience of managing relationships with political stakeholders
- Understanding of demonstrating and reporting on impact
- Experience of building strategic partnerships
- Experience of managing media and public relations to increase profile and impact
- A track record of public speaking and being a media spokesperson
- Demonstrable experience of championing equity, diversity and inclusion
- Experience of effectively developing and managing budgets / holding significant financial accountability
- Excellent interpersonal and relationship building skills based on our core values
- Experience of managing, supporting, developing and motivating colleagues, in face to face, remote and hybrid environments